A young child with dark hair is shown from the chest up, holding a long, thin carrot high in the air with their right hand. The child is looking upwards at the carrot. The background is plain white.

**Reaching out** to more children every year  
with preventive health education programs

**Weller**  
**Health Education Center**  
2007-2008 Annual Report

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1989, **David A. Cofrin, M.D.**

1985, **John H. Updegrove, Jr. M.D.**

1989, **Anneliese B. Vollrath\***

1985, **Carl E. and Emily I. Weller\***

## Founder's Seat

**Nancy (Smith) Davis**

**Weller Trust**

\*deceased

## Our Mission

To measurably improve children's lives by giving students the tools and resources they need to make informed and healthy life choices.

Last year the Weller Health Education Center provided preventive health education programs to more than 85,000 students in Pennsylvania and New Jersey. The number of children we reach has grown and every year we strive to meet the changing health needs of young people in the 21st century.

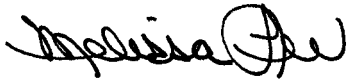
The biggest change for us was the decision to concentrate on outreach only, no longer offering instruction at our center. By focusing our efforts on reaching out to the schools we serve, we will be able to devote more time, talent and financial resources to making a measurable difference in the lives of the children we serve.

We have also broken new ground by offering baseline surveys with sound results that have enabled many schools to acquire supplemental educational funding. Our health educators create custom programming based on survey results and participate as presenters in teacher education.

Our new Web site provides a link to our KidsHealth partner, providing timely health information for parents, teens and children. We are also sending a health tip newsletter every week, distributed to over 1,700 school personnel and parents, addressing the latest health concerns.

But we can only continue to grow with your help. Thank you to all the foundations, corporations and private individuals who have supported us and continue to support our mission. Without your contributions, we would not be able to provide the programs that change the lives of the children we serve.

Sincerely,



Melissa Lee  
President and CEO



Ron Macaulay  
Chairman of the Board

## Reaching Out

**The Weller Health Education Center is the first non-profit health promotion, disease prevention education facility of its kind in Pennsylvania serving more than 1.3 million children since its inception in 1982. It remains the only such center in its 39-county service area and one of just 34 health education centers in the nation.**

# What We Did

**In 2007-08 Weller reached more than 85,000 students from 500 schools in Pennsylvania and New Jersey with our health, character education and life science programs for grades K through 12.**

## Program Highlights

- Debuted a new, highly-interactive elementary school nutrition program “Food Feud”. This program, piloted with students from the Pocono Mountain and Wilson School Districts, is designed in a game show format for maximum participation and investigation on the part of all participants.
- Unveiled “Hygiene Confidential”, a program for 4th and 5th grade students that explores the science of smell and the value of developing an effective hygiene routine early in puberty.
- Held an X-Treme Science Camp for youth at the Easton Boys and Girls Club, where students participated in experiments, dissections and activities revealing the inner workings of the human body while also introducing students to careers in the health sciences.
- Welcomed Shauna LaMagna to our staff of health educators.
- Conducted comprehensive health risk behavior research with secondary students from the Pocono Mountain School District. Data demonstrate the district’s successes in providing ample physical activity opportunities for students and underscore the need for continued efforts to address the challenges of drinking and driving and student emotional health.
- Engaged the whole family around the topic of nutrition and fitness presenting six community nights across the Boyertown Area School District, featuring children’s fitness classes and parent education on healthy eating.
- Initiated health risk behavior assessments in two Central Pennsylvania high schools. Findings indicate the prevalence of students abusing prescription drugs is rising. As a result, Weller redeveloped “In the NO”, a high school drug prevention program, into a program highlighting the science of addiction and the dangers of misuse of prescription drugs.
- Student knowledge gain surrounding nutrition and fitness programs was assessed using pre- and

## What We Did

post-tests. 72% of students demonstrated knowledge gain following the program and the average percentage increase from pre- to post-test among all programs is 16%.

- Classroom teachers attending Weller Health Education Center programs provided an overall approval score of 3.87 out of 4, meaning 97% of teachers strongly agreed programming was presented by well-prepared, knowledgeable instructors, lessons actively engaged students, and that programming met expectations for grade appropriateness and content.

### Teacher Comments:

“‘Life Begins’ had great attention to detail, the instructor answered all student questions effectively. This program is the best I’ve seen, the lesson was very complete.”

*Allamuchy Township, NJ*

“Where do Bullies Grow?” was called “The best Weller program I have ever seen, I loved the use of pop culture and videos to illustrate examples of bullying.”

*Bangor, PA*

A 7th grade teacher stated, “We love Weller! It is a great reinforcement to our classroom lessons!”

*Bethlehem, PA*

A 4th grade teacher from the East Penn School District said, “Great models of the tongue and a cell in the program, also, the instructor was knowledgeable and managed the children well.”

*Emmaus, PA*



## Outstanding Friend to Kids

**Recognizing individuals  
and organizations who have  
made a significant impact on  
children's lives.**



The Weller Health Education Center recognized individuals and organizations that have gone above and beyond to make a significant and positive impact on the health and wellbeing of children in the greater Lehigh Valley at the Outstanding Friend to Kids awards ceremony and breakfast held October 10, 2008. We raised \$40,000 to underwrite our programs. Thank you to all our sponsors who contributed to this event!

*These award winners were recognized:*

**Karen E. Senft, M.D.**, a Developmental Pediatrician at Good Shepherd Rehabilitation Hospital, was the recipient of the Outstanding Children's Advocate Award. Dr. Senft facilitates world-class rehabilitation services to children in need. Her goal is to see kids get back to what they do best: being kids.

**Beth DeLay**, Physical Education Supervisor of Pocono Mountain School District was the recipient of the Outstanding Health Educator Award. Under her leadership, the Pocono Mountain School District has become a flagship district for health and physical education teachers because of her adherence to best practices in education and her willingness to continually seek out innovative strategies to engage more students in healthy life habits.

**The Miracle League of the Lehigh Valley** received the Outstanding Community Organization Award. Founded in 2006, The Miracle League designed a unique baseball field located in North Whitehall Township and dedicated it to children with developmental disabilities and other special needs, giving them the opportunity to play baseball, get outside and have fun.

**Zachary Kraus** of Schnecksville, PA was the undisputed recipient of the Outstanding Young Achiever Award. During his many hospital experiences for his leukemia treatment, he realized the rooms were not kid-friendly, so he went door-to-door to raise money to purchase Play Station equipment and video games for other children enduring such intensive hospital stays.

The next Outstanding Friend to Kids event will be October 16, 2009. Please contact Susan J. Kern at 610-258-8500, extension 18, or at [skern@wellercenter.org](mailto:skern@wellercenter.org) for more information.

Partnerships at the Weller Health Education Center have always been important to us. Over 80% of Weller's total revenue is derived through grants and donations. We rely heavily on the generosity of our supporters so we are able to provide quality programs to the schools we serve. Through your support, we were able to reach out to more than 85,000 students in 2007 - 2008. Thank you for your contributions!

Support

A cumulative report from October 1, 2007 through September 30, 2008.

**Donors**

**\$25,000+**

- Aetna Foundation
- Capital Advantage Insurance Co.
- Linny & Beall Fowler
- Highmark BlueShield
- Lehigh Valley Hospital and Health Network
- Carl E. and Emily I. Weller Foundation

**\$10,000 - \$24,999**

- The Blue Ribbon Foundation
- Central Susquehanna Community Foundation
- Coalition for a Smoke-Free Valley
- Northampton County Drug & Alcohol Rite Aid Foundation
- Sanofi Pasteur
- Sovereign Bank Foundation
- The Vollrath Foundation
- Women's 5K Classic

*Mrs. Claire Coffin Estate,  
Planned Gift*

**\$5,000 - \$9,999**

- Air Products and Chemicals, Inc.
- The Century Fund
- Degenstein Foundation
- Embassy Bank for the Lehigh Valley
- General Mills Foundation
- Just Born, Inc.
- Kraft Foods, Inc.
- The Morning Call Community Fund
- Phoenixville Community Health Foundation
- The Two Rivers Health and Wellness Foundation
- Waldman Family Charitable Trust

**\$1,000 - \$4,999**

- Mrs. William O. Albertini
- Walter and Alma Bastian Foundation
- Brown Daub Foundation
- Crayola LLC
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- The Charles A. and Leona K. Gruber Foundation
- Hospital Central Services, Inc.
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- Lafayette Ambassador Bank
- William H. & Patti A. Lehr Foundation

- Lutron Electronics Co., Inc.
- Mallinckrodt Baker
- The Morning Call
- National Penn Bank
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- Victaulic Company
- Warren Hospital
- Wegmans - Rochester, NY

**\$500 - \$999**

- Marsha & Alan Abraham
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- Northampton Community College
- Phoenixville Community Education Foundation
- Allyson & Paul Pierpoint
- Sacred Heart Hospital

**Over 80% of our total revenue is derived through grants and donations. Thank you for your generosity!**

# Support

We could not provide the programs we do without your generous support.  
Thank you!

## \$500 - \$999 (continued)

Dr. Frank Schweighardt  
Dr. Elliot S. Shear  
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David Weinstein  
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S & C Handmade Crafts  
The Express-Times  
The Morning Call  
WFMZ - TV  
Sage Design  
Pamela and Gary Weiland  
Wilson Black Photography

#### **Thank you to the donors who gave through these United Way agencies:**

Greater Lehigh Valley  
Southeastern Pennsylvania

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We have made every effort to ensure the accuracy of our donor list. If you discover any errors, please accept our sincere apologies and notify us at (610) 258-8500, extension 18, so that we may correct our records.  
Thank you!

Support



# The School Districts We Serve

Reaching over 85,000 children in 300 school districts with our health education programs.



## Pennsylvania

Allentown  
Bangor  
Bethlehem  
Blue Mountain  
Boyertown  
Brandywine Heights  
Camp Hill  
Catasauqua  
Central Susquehanna  
Central Bucks  
Daniel Boone  
Delaware Valley  
Downingtown  
East Stroudsburg

Easton  
East Penn  
Hamburg  
Harrisburg  
Jim Thorpe  
Kutztown  
Lehighton  
Lower Merion  
Lower Moreland  
Methacton  
Middle-West  
Minersville  
Mt. Carmel  
Muhlenberg  
New Hope Solebury  
N. Schuylkill  
Nazareth  
Northampton  
Northumberland  
Northwest  
Northwestern Lehigh  
Northern Lehigh  
Oley Valley  
Palmerton  
Parkland  
Pen Argyl  
Pennridge  
Phoenixville  
Pleasant Valley  
Pocono Mountain  
Pottsgrove  
Pottstown  
Pottsville

Salisbury  
Saucon Valley  
Shamokin  
Southern Lehigh  
St. Clair  
Whitehall/Coplay  
Wilkes-Barre  
Williams Valley  
Wilson

## New Jersey

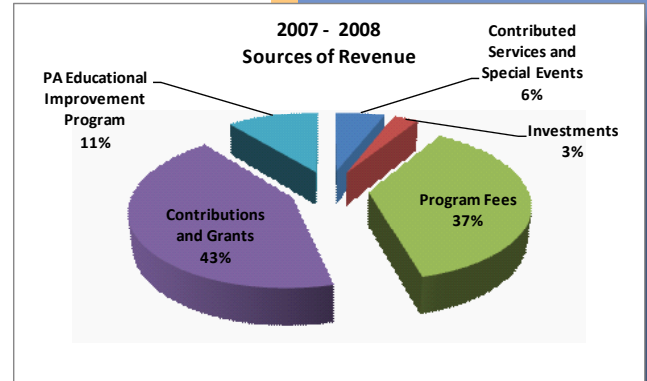
Alexandria  
Allamuchy  
Bernards  
Clinton  
Frelinghuysen  
Great Meadows Regional  
Hackettstown  
Holland  
Lopatcong  
Morris  
Phillipsburg  
Pohatcong  
Readington  
Tewksbury  
Washington

... and hundreds of private and parochial schools including Moravian Academy, The Swain School and others throughout Pennsylvania and New Jersey.

## Statement of Financial Position

<b>ASSETS</b>	9/30/2008	9/30/2007
Cash and Cash Equivalents		
Prepaid Expenses	459,589	667,767
Inventories	19,369	16,471
Pledges and Accounts Receivable	2,987	3,896
Fixed Assets	172,897	173,715
	2,207,824	2,283,974
Total Assets	\$2,862,666	\$3,145,823
<b>LIABILITIES AND NET ASSETS</b>		
Accounts Payable and Accrued Expense		
Notes Payable	134,837	146,741
Long-Term Debt	68,308	65,089
Total Net Assets	908,179	1,176,432
	1,751,342	1,757,561
<b>Total Liabilities and Net Assets</b>	\$2,862,666	\$3,145,823

The official registration and financial information of the Weller Health Education Center can be obtained from the Pennsylvania Department of State by calling toll free within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.



***Weller Health Education Center***

325 Northampton Street  
Easton, PA 18042  
610-258-8500

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